



Big Fish Marketing
bigfishmarketingllc@gmail.com
1 (850) 591-8047

FOR IMMEDIATE RELEASE

Despite Workforce Challenges, Local Roofer Named America's Top 100

Tallahassee, FL - August 20, 2018 - "Workers in construction are aging out or retiring at a faster rate than the younger generation is coming in and the uncertainty of immigration reform will only make matters worse," according to Construct Connect. Despite workforce challenges, a Tallahassee-based roofing contractor is embracing the necessary evolution of the industry and doing so with flying colors.

The official publication of The International Roofing Expo, *Roofing Contractor Magazine*, announced its 2018 Top 100 Roofing Contractors based on 2017 overall revenue and highest-earning roofing professionals industrywide and for the second year in-a-row time, a Tallahassee-based contractor, Tadlock Roofing, achieved the title of "America's Top 100 Roofing Contractor" coming in at No. 65 with \$22.1 million in revenue.

Sharing the title with 15 other Florida contractors, Tadlock Roofing is leading the way for the sunshine state with six locations spanning the panhandle to central Florida and an expectant 14 percent increase in revenue year-over-year. The company specializes in residential and commercial re-roofing services.

Roofing Contractor Magazine says, "Despite challenges in workforce, concerns over tariffs and the increasing costs of building materials, many roofing contractors reported having strong years financially and demonstrated significant revenue growth."

A true family owned and operated business that originated in 1980 in Tallahassee, FL, Tadlock Roofing's CEO/President, Dale Tadlock, says "Being a Top 100 contractor means we can continue sharing better business practices with roofers who have earned respect and trust in their marketplace. The challenges we face in 2018 are different than those of 1980 but evolution is the name of the game and we feel privileged to among the elite."

The Florida roofing industry is showing signs of positive growth, innovation and the ability to adapt in the fast-pace digital world of sales and marketing.

“The days of purchasing a phone book ad and expecting the phone to ring are long gone,” says Tadlock. The company is developing creative ways to reach their client-base and utilize the latest roofing and customer service technology to provide a customer-centric experience, according to the company’s sales manager, Dan Gilligan.

Since 1980, Tadlock Roofing, has provided excellent service to Florida residents with its six locations now serving: Tallahassee, Pensacola, Jacksonville, Tampa, Orlando and Panama City (commercial division). Through sustainable work practices, education, and dedication Tadlock Roofing promises to make a difference. For more information on the Top 100, visit roofingcontractor.com. For more information on Tadlock Roofing, visit tadlockroofing.com call 855-964-ROOF.

##